

Amendments to the Claims:

This listing of claims will replace all prior version, and listings, of claims in the application.

Listing of Claims:

1-20. (Cancelled)

21. (New) A method for controlling insertion of a plurality of local spots into a program feed through a central site server located at a central control site, the method comprising:

 prior to playout of the program feed, distributing the plurality of local spots from the central site server to one or more remote site servers located at one or more corresponding remote sites relative to the central control site;

 sending a plurality of control parameters from the central site server to each of the one or more remote site servers;

 transmitting the program feed from the central site server to each of the one or more remote site servers; and

 each of the remote site servers automatically switching between playout of the program feed and playout of each local spot in accordance with the plurality of control parameters received from the central site server located at the central control site.

22. (New) The method of claim 21, wherein:

 the program feed comprises one of a cable feed or a network feed; and

each local spot comprises one of local advertising or a local announcement.

23. (New) The method of claim 22, wherein the central site server is in communication with each of the remote site servers through a distribution network.

24. (New) The method of claim 23, wherein one or more of the remote sites servers comprises a video server.

25. (New) The method of claim 23, wherein sending a plurality of control parameters includes sending uplink parameters, scheduler parameters, and storage parameters for controlling distribution of the program feed and the plurality of local spots from the central site server to each of the one or more remote site servers through the distribution network.

26. (New) The method of claim 25, wherein:

the uplink parameters include one or more of an uplink broadcast transmission, an uplink forward, or an uplink look-ahead;

the scheduler parameters include one or more of a transmission lookahead window, a staging lookahead window, a station in a box (SIB) playtime lookahead window, an SIB spot high water mark, an SIB spot low water mark, a searchable length of transmit queue, a searchable length of a staging queue, a playlist transmission lookahead, a minimum transmit time, an SIB timeout limit, a history retention period; and

the storage parameters include one or more of playlist entries, purgelist entries, a playlist retention period, a purgelist retention, a dead on arrival (DOA) retention period.

27. (New) The method of claim 21, further comprising receiving user input adjusting the control parameters through a graphical user interface (GUI) input mechanism associated with the central site server.

28. (New) A computer program product tangibly stored on a computer readable medium for controlling insertion of a plurality of local spots into a program feed through a central site server located at a central control site, the product comprising instructions to cause a programmable processor to:

prior to playout of the program feed, distribute the plurality of local spots from the central site server to one or more remote site servers located at one or more corresponding remote sites relative to the central control site;

send a plurality of control parameters from the central site server to each of the one or more remote site servers; and

transmit the program feed from the central site server to each of the one or more remote site servers,

wherein the product further comprises instructions for each of the remote site servers to automatically switch between playout of the program feed and playout of each local spot in accordance with the plurality of control parameters received from the central site server located at the central control site.

29. (New) The computer program product of claim 28, wherein:

the program feed comprises one of a cable feed or a network feed; and

each local spot comprises one of local advertising or a local announcement.

30. (New) The computer program product of claim 29, wherein the central site server is in communication with each of the remote site servers through a distribution network.

31. (New) The computer program product of claim 30, wherein one or more of the remote sites servers comprises a video server.

32. (New) The computer program product of claim 30, wherein the instructions to send a plurality of control parameters include instructions to send uplink parameters, scheduler parameters, and storage parameters for controlling distribution of the program feed and the plurality of local spots from the central site server to each of the one or more remote site servers through the distribution network.

33. (New) The computer program product of claim 32, wherein:

the uplink parameters include one or more of an uplink broadcast transmission, an uplink forward, or an uplink look-ahead;

the scheduler parameters include one or more of a transmission lookahead window, a staging lookahead window, a station in a box (SIB) playtime lookahead window, an SIB spot high water mark, an SIB spot low water mark, a searchable length of transmit queue, a searchable length of a staging queue, a playlist transmission lookahead, a minimum transmit time, an SIB timeout limit, a history retention period; and

the storage parameters include one or more of playlist entries, purgelist entries, a playlist retention period, a purgelist retention, a dead on arrival (DOA) retention period.

34. (New) The computer program product of claim 28, further comprising instructions to receive user input adjusting the control parameters through a graphical user interface (GUI) input mechanism associated with the central site server.

35. (New) A digital media distributor (DMD) for controlling insertion of a plurality of local spots into a program feed through a central site server located at a central control site, the digital media distributor (DMD) comprising:

a central site server to distribute the plurality of local spots to one or more remote site servers located at one or more corresponding remote sites relative to the central control site, the plurality of local spots being transmitted from the central site server prior to playout of the program feed, the central site server to further send a plurality of control parameters to each of the one or more remote site servers and transmit the program feed to each of the one or more remote site servers; and

each of the one or more remote site servers to automatically switch between playout of the program feed and playout of each local spot in accordance with the plurality of control parameters received from the central site server located at the central control site.

36. (New) The digital media distributor (DMD) of claim 35, wherein:
the program feed comprises one of a cable feed or a network feed; and
each local spot comprises one of local advertising or a local announcement.

37. (New) The digital media distributor (DMD) of claim 36, further comprising a distribution network through which the central site server is in communication with each of the remote site servers.

38. (New) The digital media distributor (DMD) of claim 37, wherein each of the one or more of the remote sites servers includes a video switch card to switch between playout of the program feed and playout of each local spot.

39. (New) The digital media distributor (DMD) of claim 37, wherein the plurality of control parameters includes uplink parameters, scheduler parameters, and storage parameters for controlling distribution of the program feed and the plurality of local spots from the central site server to each of the one or more remote site servers through the distribution network.

40. (New) The digital media distributor (DMD) of claim 25, wherein:

the uplink parameters include one or more of an uplink broadcast transmission, an uplink forward, or an uplink look-ahead;

the scheduler parameters include one or more of a transmission lookahead window, a staging lookahead window, a station in a box (SIB) playtime lookahead window, an SIB spot high water mark, an SIB spot low water mark, a searchable length of transmit queue, a searchable length of a staging queue, a playlist transmission lookahead, a minimum transmit time, an SIB timeout limit, a history retention period; and

the storage parameters include one or more of playlist entries, purgelist entries, a playlist retention period, a purgelist retention, a dead on arrival (DOA) retention period.